

ABRAHAM AND STRAUS INC.

Store Hours 9 to 5:30 Daily **BROOKLYN** Telephone Main 6100

A. & S. LEADERSHIP SALES

For 56 years A. & S. has led all Brooklyn in selling Quality merchandise at lowest prices. It is this well-known A. & S. policy, not only to meet all prices, but to go lower, whether it means no profit or a loss, which has brought

to us by far the largest volume of business of any Brooklyn store. To maintain this splendid rate of growth, we shall hold, beginning Monday, a record-breaking series of sales. The offerings presented will be extraordinary in their variety, newness and lowness of price. They will demonstrate anew the A. & S. Merchandising Leadership, and make this the greatest October in our history.

Women's and Misses' Dresses

Serge, Wool Velour or Tricotine

\$9.95

This great special purchase brings a great combination Sale of remarkable values—

Dresses of models for selection—most of them suitable for both Women and Misses, made in smartly designed one-piece straightline styles, or the new Coat Frocks.

Navy blue and Colored Dresses in many models, attractively combined with bright colors—sleeves, sashes, etc. Sizes 14 to 18 years and for Women 36 to 46.

A. & S.—Second floor, Central.

Women's Winter Coats

\$29.95

Just the type of coat that many women seek for and rarely find at a reasonable price—these were made to sell for \$44.95 and \$49.95.

Bolivia, Delysis, Normandy, Velour and Duette materials are used in their fashioning. Some with fitted sleeves, others with Mandarin sleeves—sash or tailored belts—loose backs—straight lines—a selection of 8 lovely models. Six styles lined throughout with Peau de Cygne and 2 extra size models lined to the hips with satin. All are warmly interlined.

Colors include black, Navy blue, Zanzibar, Malay, Sorrento, elk or reindeer. Sizes 34 to 54½.

A. & S.—Second floor, Central.

Women's Tailored and Fur Collared Suits, \$37.50

Most exceptional suits are these—fashioned of Duette de Laine in Malay, Sorrento blue, Tortoise-shell, Navy blue or black—and with fashionable 38-inch jackets lined throughout with Crepe de Chine.

One model with a fur collar is exquisitely tailored with touches of embroidery, finishing the seams—the collars are of selected Nutria, Mole or Wolf.

Another model has a graceful collar of self material. The jacket is finished with slot seams slashed at the hips and finished with embroidered crows' feet. Sizes 34 to 44 in both styles.

A. & S.—Second floor, Central.

Women's Tuxedo Sweaters

\$2.95

All-wool Sweaters in tailored stitch, regulation Tuxedo model with belt in the following colors—black, Navy blue, Mrs. Harding blue, buff, jade, peacock, flesh, henna, tomato or white. Sizes 36 to 44.

A. & S.—Main floor table, Central.

Boys' All-Wool Two-Trouser Suits, \$6.95

The season's lowest price on such excellently-made suits with two pairs of trousers. Plain and box, as well as inverted pleat styles with alpaca-lined coats and lined trousers. Sizes 7 to 17 years.

A. & S.—Second floor, West.

Boys' Wool Jersey Suits

\$4.95

Middy and Oliver Twist style; plain or with combination color collars and cuffs. Colors are buff, navy, brown, cadet, royal, daffodil yellow and heather mixtures. Sizes 3 to 10 years.

A. & S.—Second floor, West.

Bordered Veils, 69c Each

The same sort of veil that you have considered a bargain for 98c! They are of fine silk mesh, with attractive embroidered borders in various clever designs. Black, brown, navy, taupe, purple and stunning color combinations.

7500 Yards Mesh Veiling, 10c Yd.

The very same veiling that has sold as high as 49c and 59c yd. All silk mesh, in plain or fancy patterns, chenille and velvet dotted, or with smart border effects. In black, brown, navy, taupe and other desirable shades.

A. & S.—Street floor, Central.

200 Heckle and Ostrich Feather Hats, \$2.29

We purchased them for this event—a dozen here, two dozen there—all from the better makers of plumage hats.

Of-the-face styles, turbans, roll brims and various styles—in plain or two-toned effects. A delightful combination of heckle feathers and ostrich.

A. & S.—Street floor, East.

9700 Women's Handkerchiefs

Six for 39c

Sheer, dainty mull, highly mercerized; and with a pretty block initial surrounded by a wreath. Ribbon-tied, in half-dozen; at a very low price.

Men's Part-Linen Handkerchiefs, 10c

A collection of various excellent qualities—some with trifling defects; hemstitched.

A. & S.—Street floor, Central.

Women's Glove Silk Vests, \$1.69

Our regular price for these well-made vests is \$1.95. Pink, bodice style, in a good weight of silk, with band tops and satin ribbon shoulder straps.

Women's Combination Suits, 89c

They are reduced from \$1.19; of fine ribbed cotton, low neck with band top; ankle length; also bodice style, knee length.

A. & S.—Second floor, East.

Women's Black Silk Stockings, \$1.69 Pair

1200 pairs of our regular \$1.98 quality; ingrain dyed; an excellent weight, and all silk.

Fiber Silk Stockings, 44c Pair

In two favorite shades—black and Cordovan; mercerized tops and soles. 1450 pairs.

Men's Socks, 39c Pair

1250 pairs of these; reduced from 49c a pair. In stylish brown and green heather mixtures.

A. & S.—Street floor, Central.

Coats for Wee Folks \$11.50

These cunning models are priced at the littlest price we have seen—the style for the boy—little fellows from 1 to 3 years, has a belted back. The style for the little girl is belted all-round and may be had in sizes from 2 to 6 years.

They are made of blue or brown wool cloth all fuzzy and warm and light in weight. Lined and interlined and topped with a splendid Opossum collar.

A. & S.—Second floor, East.

Women's Milanese Silk Gauntlet Gloves \$1.59 Pr.

Stunning Gloves for Fall wear, and at a price that is astoundingly low! They are double silk, the strap-wrist style with a long strap, and have five-row self-embroidered backs. In black, white, gray, brown, ponce and navy.

A. & S.—Street floor, Central.

"Queen Make" House Dresses, \$1.24

Crisp new house dresses of an excellent Percale, striped black and white, blue and white or lavender and white. One-piece model with double pleats back and front. Attractively shaped collar and cuffs and a sash make this an unusually desirable and becoming model. Sizes 36 to 46.

A. & S.—Second floor, East.

Traveling Bags of Real Cowhide \$10.45

Handsome bags, solidly made, that will stand the wear and tear of traveling splendidly.

Hand-sewed frames; fine lock and catches; reinforced corners; leather-lined; with three inside pockets. Brown only.

In the convenient 18-inch size.

A. & S.—Third floor, Central.

A Sale of Stout Women's "Princess" Special Reducing Corsets, \$1.79

Regularly \$4.00

One of the Most Important Corset Announcements and Sales of the Season!

Important because they are scientifically constructed for stout figures.

Important because they have actually been sold at \$4.00 and more.

Important because they are patented models.

Important because they have not been sold heretofore at so little a price.

The 4 new models featured in this Sale are exclusively designed for the well-developed figures, and are patented models. Each model has its special features that will meet the requirements of large figures. They are all made of strong White Coutil, thoroughly boned for support.

A. & S.—Second floor, East.

Women's Trimmed Show-Room Sample Hats, \$3.95

These very fine hats are from one of the best wholesale Milliners, who sells to the most exclusive shops. They are the models used in his showroom and are therefore in the most advanced as well as the smartest modes, and only the best of materials are used in their making.

Hats for the Matron, for the young woman and misses are included—wide hats and small hats and soft crushable hats in lovely materials. Pannet Velvet Hats, Lyons Velvet, Duetteyn, fine Felts, cre alligator Taffeta, Hatter's Plush—in short, all the wanted fabrics, all the desired colors and the very newest and most interesting of trimmings.

NOTE:—This is our regular Semi-Annual Sample Sale of Trimmed Hats—an event looked forward to by thousands of Brooklyn women.

A. & S.—Mezzanine, East.



A Filipino Hut with Native Girls Embroidering Exquisite BONITA Undergarments Just Arrived from the Philippines, to be Seen Beginning MONDAY in the A. & S. Lingerie Shop

TO tell you more graphically the fascinating story of the embroidery industry in the Philippine Islands, a native hut with some Filipino girls and a designer from the BONITA organization in Manila have been brought to our Undergarment Shop. Here these girls may be seen in their native costumes at work at their exquisite embroidery.

The Filipino women are world famous for their dexterity with the needle, and are skilled from inheritance in many delicate and intricate stitches which contribute to the beauty of embroidery. In many provinces of the Islands these embroiderers are found at their needlework, in their own nipa houses, or in the open, beneath the trees.

BONITA Hand-Embroidered Undergarments

The following interesting facts concerning BONITA Undergarments make this Lingerie—so beautiful, so desirable, so daintily feminine—among the most practical that a woman can buy.

—they are beautifully fine, and at the same time dependable.

—they are made from selected materials that have been sent to the Philippines for their making.

—they are cut from exclusive patterns.

—every stitch of the embroidery is carefully inspected.

—they are specially low-priced for this exhibit.

Nightgowns at \$1.84, \$2.58, \$2.94, \$3.78

Envelope Chemises at \$1.84, \$2.58, \$2.94, \$3.78

A. & S.—Second floor, East.

Sable-dyed Fox Scarfs, \$22.50

Only selected skins have been used in making these stunning scarfs—most of them are in rich dark brown shades with some in Taupe.

Full animal style, full and with fine full brush.

A. & S.—Second floor, Central.

Brilliant Spangled Tunics, \$21.50

Exquisite tunics, so modestly and completely fashioned that they are almost dresses in themselves, and need very little "dressmaking" to complete them! Well-covered patterns in black, iris, brown, jade, coral, sphinx, sapphire and white.

Gorgeous Tunics, \$65.00 each.

Formerly \$75.00 and \$70.00

Our own direct importations and reduced directly from stock prices, in solid spangled effects, with girlish in colors, pink, iridescent, jade, electric blue, brown, black with jade and black with King's blue.

Silk Chantilly Flounces \$1.25 to \$2.25 yard.

A wonderful new line of the lovely Chantilly flounces that are in such continued demand. Floral designs in black and white 18 in. \$1.25 yd.; 22 in. \$1.50 yd.; 36 in. \$2.25 yd.

A. & S.—Street floor, Central.

Pure Irish Linen Table Cloths \$4.18

It is safe to make the statement that this is the best value in linen table cloths in the market today! They are of a fine heavy weight all linen damask, in five attractive designs, 70 by 70 in.

A larger size—70 by 88 in.—\$5.38.

Napkins to match, 22 in.—\$3.75 doz.

All Linen Toweling, 29c Yd.

Heavy all linen Scotch dish and roller toweling, same quality that was imported last year to sell at 55c yd.

All Linen Towels, 69c.

Reduced from 98c.

Hemstitched towels, guest size, with monogram border.

A. & S.—Street floor, East.

Men's 25% Wool Shirts and Drawers, 95c

By far the lowest price thus far for this heavy underwear for the out-of-doors man. Of exceptional warmth and wearing qualities. Every garment perfect and only 950 pieces to go at this price.

A. & S.—Street floor, East.

Men's "Amoskeag" Domet Flannel Pajamas, \$1.79

"Amoskeag" is recognized as the best make of domet flannel and the material used in the making of these pajamas is the best grade of this manufacture.

Large, roomy garments, finished with a double row of silk loops, double stitching and pearl buttons.

A good selection of patterns in fast colors.

A. & S.—Street floor, East.

3-Piece Ivory Grain Toilet Set \$3.98 Set

An especially attractive set in a decorative design, consisting of mirror, hair brush, with good bristles, and comb. It is such a wonderful value that it seems unnecessary to add it is at a remarkably special price.

A. & S.—Street floor, East.

Silk and Wool Knitting Yarns 79c Hank

In all the pretty new shades and colors—and in just the right quality for your new Fall Sweater, Tam, or whatever you are planning in knitted things.

A. & S.—Third floor, Central.

4,500 Yards All-Wool Dress Goods 98c Yard

A most extraordinary special purchase, to sell at little more than half the original wholesale price! Tweeds and novelty suitings, imported and American, compose the lot, in thirty patterns that are desirable for women's coats, suits and skirts—some for men's golf suits, too. The color-combinations are rich and effective.

All 54 inches wide, and all wool. On account of the limited quantity and great variety of patterns, and the exceedingly low price, we cannot accept mail or telephone orders.

A. & S.—Street floor, West.

Satin Charmeuse \$1.69 Yard

One of the greatest favorites among silks this season—at a price that is amazingly low! This Satin Charmeuse is all silk, 40 inches wide, with a beautiful finish and in a quality which we thoroughly recommend for good wear.

Several thousand yards of it are ready for Monday's selling, in a fine range of colors, including navy, brown, taupe, gray, tan, champagne, pink, light blue, lavender, white and plenty of black.

A. & S.—Street floor, West.

All-Wool Velvet Carpets \$1.49 Yard

Regularly \$1.79 Yard

A remarkable purchase and sale bring over 3000 yards of this excellent grade of carpet in hall and stair to match. Identical carpet sold a year ago for \$3.25 a yard.

A good variety of designs and colors; 27 inches wide and cut from full, perfect rolls.

A. & S.—Third floor, East.

Inlaid Linoleums 94c Sq. Yd.

Reduced from \$1.48

Some of these rolls have designs that are slightly irregular in outline, which does not affect the quality or durability. Otherwise they are identical with linoleums that sell regularly at \$1.48 sq. yd. There is a good selection of the designs in this showing, in combination colors. This price is for Monday only.

A. & S.—Third floor, East.

Ten-Piece Italian Renaissance Dining Room Suites \$300.00

Reduced from \$443.00

Handsome suites in a rich combination of mahogany, maple and ebony in a new open grain finish, expertly constructed. The dignity and exquisiteness of the suites mark them as distinctive. Set consists of Buffet (66 in. long), China Closet (41 in. long), Table (60x44 in.), Side Table (38 in. long), 5 side chairs and 1 arm chair.

A. & S.—Fourth floor, Central.

Aluminum Tea Kettles, 97c

Reduced from \$1.45

They are made of high gauged aluminum with welded spout and an always cool handle. The bottom is large and flat. 4 qt. cap.

Aluminum Sauce Pan Sets, 89c

Reduced from \$1.25

Made from heavy gauge, highly polished aluminum with retined handles. Set consists of three pieces, including 1, 1½ and 2 qt. capacity pans.

Aluminum Percolators, 85c

Made from highly polished aluminum with hinged cover and ebonized wooden handle. 6 cup cap.

A. & S.—Subway floor, East.

1,800 Willow Clothes Baskets, 97c Each

A wonderful price for baskets of such extraordinary quality. They are made from whole white willow with strong bottom, braided top and side handles, and in the following sizes: 20x26 in., 22x29 in., 24x32 in. White Table Oil Cloth, 25c yd.

First quality goods, 1½ yds. wide.

A. & S.—Subway floor, East.

"Duplex" Fireless Cookers \$22.50

Reduced from \$26.50

Cooking capacity 18 qts.

Equipment:—Three aluminum vessels, 1 10 qt. and 2 4 qt.; three large baking and roasting discs; disc lifter; folding baking rack; Duplex aluminum mat and Duplex cook book.

A. & S.—Subway floor, East.